

# **AGENDA**

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
DISTRICT I ADVISORY COMMITTEE  
REGULAR SESSION, WEDNESDAY, JUNE 7, 2006

## **PIER HOUSE RESORT**

**HARBOUR VIEW CONFERENCE ROOM**

**KEY WEST, 3:00 P.M.**

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA**

1. Additions To and Approval of the Agenda/Bulk Items

**D. APPROVAL OF THE MINUTES:**

1. April 26, 2006 Regular Meeting Minutes
2. April 11, 2006 TDC Meeting Minutes - FYI

**E. BUDGET:**

1. FY 2006 Budget
2. Three Penny Revenue Report
3. FY 2007 Budget/VIS Agreement

**F. DISTRICT I PUBLIC RELATIONS:**

1. Monthly Report from Stuart Newman Associates

**G. ADVERTISING:**

1. Advertising Update
2. Consideration and Action re: Revised FY 2006-2007 Media Plan

**H. MARKET RESEARCH:**

1. Smith Travel Research Report – FYI

**I. VIS REPORTS:**

1. Chamber Visitor Information Services Report – FYI
2. Key West Business Guild Services Report – FYI

**J. WEBSITE:**

1. FloridaKeys.Com – FYI

**K. OLD BUSINESS:**

**L. NEW BUSINESS:**

1. Update: Umbrella Reports
2. Update of May 23, 2006 TDC Meeting
3. Workshop: Capital Project Funding
4. Consideration and Action re: Destination/TurnKey Event Applications

**M. GENERAL DISCUSSION**

**N. ADJOURNMENT**

**PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING  
AT 296-1552 OR 1-800 648-5510.**